



The Component Plans

Visitor Experience Plan

This plan focuses on leisure travelers, whether they come from around the metropolitan region, other parts of the United States, or foreign countries. This plan outlines what these visitors should expect to find when they visit the byway, and what kind of experiences should be available to them.

Visitor Profiles

Pennsylvania Avenue is best enjoyed by leisure visitors. They can be of any age, they can be alone or in groups, but they should be people who appreciate American history and culture and, particularly, people who enjoy self-guided tours. Visitors to the Avenue should also be willing to explore beyond the confines of their personal vehicles and to experience the byway by other means - by motor coach, on foot, and even on bicycle in some areas. Among expected visitors are:

- Local residents seeking new ways to enjoy their city and different things to do close to home.
- Local residents hosting relatives and friends and wishing to show them a grand slice of Washington, DC.
- Schools taking field trips to the Nation's Capital.
- People who already planned to come to Washington and find the byway an interesting addition to their itinerary.
- History buffs.
- Architects, students of architecture.
- Runners, joggers, and walkers.
- National or international business travelers taking a break from work or enjoying a holiday.

Visitor Needs & Expectations

User facilities must be available for travelers on a designated All-American Road; such needs, services, and amenities are also specified by the DC Scenic Byways Program. Among these needs

are food, gasoline, bathrooms, telephones, lodging, automated banking machines, interpretive features, bicycle lanes, pedestrian facilities, recreational opportunities, and multi-modal connections. Visitors need to be reminded that, as the walk the Scenic Byway, to keep safety in mind, just as they would in any unfamiliar place.

By and large, businesses that provide these needs, services, and amenities - such as restaurants, gas stations, hotels, banks, and tour providers - are already in place within the Pennsylvania Avenue corridor. Attractions and businesses within the Pennsylvania Avenue corridor have much experience in dealing with visitors.

Minimizing Intrusions

Pennsylvania Avenue should be a route that is easy to follow, safe, and comfortable. However, this byway plan fully recognizes that Pennsylvania Avenue is a major urban thoroughfare with high traffic volumes, commuters and sightseers, a proliferation of traffic signals and signs, one-way or restricted streets, and even some reversible lanes. Roadway discontinuity because of street closures may make the route difficult to follow.

People touring the Pennsylvania Avenue Scenic Byway - especially those unaccustomed to city traffic - may find that these conditions intrude upon their experience. Therefore, this plan suggests the use of guides, or "pilots," to assist visitors navigate unfamiliar streets. This plan also promotes a multi-modal experience of the Pennsylvania Avenue byway. Visitors are encouraged to get out of their personal vehicles to fully savor all the byway has to offer; thus, they avoid the potential difficulties of driving.

In addition, other physical elements may also intrude upon visitors' experience. This plan supports restrictions on billboards, large cellular phone or other communications towers, and other potentially unsightly features and projects within the corridor.

Best Times to Drive the Byway

Low- traffic holidays, such as Veterans Day and New Years Day

Weekends

Mid-day during the week

Off-peak months (July & August; December, January & February)



Roadway Discontinuity at 17th Street and Pennsylvania Avenue

Service Stations Along the Byway

- M Street NW
- 4th Street SE
- 9th Street SE
- 11th Street SE
- 13th Street SE
- Fairlawn (Anacostia Fwy) SE (2 stations)
- Minnesota Avenue SE (2 stations)
- Branch Avenue SE
- Alabama Avenue SE



Service Station on 11th St SE

Interpretation & Education Strategy

Pennsylvania Avenue should be an interesting, intellectually engaging experience for visitors and residents alike, and, through links with other city byways (such as Canal Road and Rock Creek Parkway) provide a rich and continuous visitor experience of the Nation’s Capitol. But to be fully enjoyed, this experience requires interpretation. Byway users need to understand what they are seeing and experiencing. The significance of resources, and the themes that link resources together, must be articulated before they can be appreciated.

Many existing attractions - particularly those administered by the National Park Service and the Architect of the Capitol - are already well interpreted. Visitors to the city can easily obtain interpretative materials (e.g. on the Internet) and take tours of major attractions, such as the White House and the Capitol. Various organizations provide tour planning information for the Washington, DC, region on the Internet. Most notable is the Web site for the Washington, DC Convention and Tourism Corporation (www.washington.org), which markets “The American Experience” in the Nation’s Capital and provides information, such as extensive lists of restaurants and hotels in the city.

In addition, organizations such as the DC Heritage Tourism Coalition develop and promote historical and cultural trails in the city. DCHTC’s Downtown Heritage Trail - “Civil War to Civil Rights” - is a good example of historical interpretation and education. This trail consists of three loops within the Pennsylvania Avenue corridor, north of the Avenue between the Capitol and the White House. It is marked by a series of signs, and each loop takes approximately sixty minutes to walk. A heritage trail featuring Eastern Market, the Old Naval Hospital, the Marine Barracks, and the historic Navy Yard, all on or near Eighth Street, S.E. on Capi-

tol Hill, is currently under development and will provide another direct link between the avenue corridor and historic neighborhood resources. This corridor management plan supports these heritage trails.

Further work is needed to develop additional interpretative materials for the Pennsylvania Avenue Scenic Byway, particularly materials that identify the many resources, explicate the themes, and tell the story of entire corridor.

Recommendations

- Apply for additional federal funding to prepare an interpretation plan for Pennsylvania Avenue.
- Based on the interpretive plan, develop texts for interpretative signs and create and install these signs on and near the byway. Signs should build upon the wayfinding and heritage trail signs being installed throughout the city.
- Conduct a scenic view analysis to more closely identify all the important locations from which users of the byway obtain scenic views, as well as any features that detract from the experience. This analysis should identify specific management actions that would enhance views, such as the selective thinning of trees or the removal of overhead power lines or other intrusive features. Designate the identified views as “protected resources.”
- Develop a “Photo-Op Stop” plan for the Byway. These stops would be designated locations and pull-overs used for very short-term stops (5 minutes) during non-rush-hours. Ideally, where developable space and traffic safety conditions permit, the Photo-Op Stop would consist of several short-term parking spaces and a small information kiosk.
- Address the problems that exist along the byway such as heavy vehicular traffic and the general unfamiliarity tourist

may have with the city and its many sites away from the National Mall. This may involve:

- Coordination with existing information centers of the DC Chamber of Commerce and such future ones as the City Museum of Washington, DC to ensure that byway information is readily available.
- Providing links between these visitor centers and other key locations in the city (Metro or special buses), city hotels, and the Convention Center.
- Development of tours that originate from the visitor centers.

Suggested Photo-Op Stops on the Byway

H Street, on the north side of Lafayette Square, for a view of the White House.

Pennsylvania Avenue between 7th Street NW and 12th Street NW for views of Capitol, Navy Memorial, Archives, and FBI Building.

1st and/or 3rd Streets on either side of the Capitol for views of the Capitol and the National Mall.

Approximately 11th Street SE for a view of the Capitol.

Approximately 30th Street SE for a view of the Capitol.



Photo-Op at Pennsylvania Avenue near 12th Street NW



The Component Plans

Tourism, Marketing & Promotion Plan

In marketing terms, the ideal visitor experience is a “product” that can be “purchased” by “consumers” through “sales.” Marketing and promotion follow directly from the visitor experience plan: first, the byway organization develops a product - the Pennsylvania Avenue Scenic Byway visitor experience - then comes marketing, which involves selling this product to visitors, and promotion, which involves public relations and spreading the good word about the byway. This section provides ideas for the marketing and promotion of tourism and related economic development.

Tourism Plan

Washington, DC, is located within a reasonable driving distance of more than 50 percent of the Nation’s population. According to the National Capital Planning Commission, tourism is expected to double over the next 50 years.

The Pennsylvania Avenue Scenic Byway market is directed primarily at visitors who are already likely to be drawn to Washington, DC but stay longer to experience the byway corridor. It is not expected that designation of Pennsylvania Avenue under the National Scenic Byways program will, by itself, result in substantial increases in tourists. Therefore, the plan to promote tourism along the Pennsylvania Avenue Scenic Byway capitalizes on the existing tourism framework. This plan anticipates coordination with tourism plans by the Washington Convention and Tourism Corporation, DC Heritage Tourism Coalition, District of Columbia Chamber of Commerce, Greater Washington Ibero American Chamber of Commerce, and the Greater Washington Board of Trade.

Travelers from Other Countries & Multilingual Information Plan

According to the Washington, DC Convention and Tourism Corporation, Washington, DC ranks among the top ten US cities visited by international travelers. For many of these visitors, the design

and scale of DC makes it the most “European” of all American cities. Bringing people to the Capital City is part of an international trend in cultural tourism - the “authentic experience of place.” Providing a multilingual capability to promote the Pennsylvania Avenue Scenic Byway will enhance the visitor experience for those travelers who are not familiar enough with English to enjoy the full cultural potential of the area. Several methods can be used to provide this assistance.

Any brochure developed to highlight and publicize the resources of the corridor may be translated into selected foreign languages. It can be produced in the same design and format as the English-language version. This approach envisions a model similar to that of the Smithsonian Institution and its production of guidebooks to its museums. Any site with foreign language capability should be highlighted.

A voice-activated audio foreign language capability may be developed that uses a cellular telephone to access information at sites in the corridor. The technology for this capability already exists in English language for some 100 sites in the District of Columbia. Called “Beyond Guide,” this system lets a user activate the system with his or her voice and even customize tours into three different areas: “Must-See” DC, Walk with the Presidents, and the Civil War. A fee is charged for service use and a user must have a cellular telephone. Information about sites in the corridor would have to be translated into selected foreign languages and the system programmed to recognize voice commands in these languages.

Marketing and Promotion

An image-building plan is useful to sell the visitor experience “product.” It also helps foster support and recognition from both residents and visitors. The plan recognizes that not all stakehold-

Web Sites for Organizations that Promote Tourism in Washington, DC

Washington Convention and Tourism Corporation - www.washington.org

DC Heritage Tourism Coalition - www.dcheritage.org

District of Columbia Chamber of Commerce - www.dcchamber.org

Greater Washington Ibero American Chamber of Commerce - www.iberochamber.org

Greater Washington Board of Trade - www.bot.org



Visitor Kiosk by the White House

Themes for Interpretation and Marketing**Democracy's Main Street**

The Three Branches of Government. Within the Pennsylvania Avenue corridor you can find major, tangible expressions of the executive, legislative, and judicial branches of American government. Go see your government.

Diverse Cultures, a Common Heritage

African-American history and culture, Native American history and prehistory along the Anacostia River, the new Museum of the American Indian, festivals, gathering places (Peace Park, Freedom Plaza, National Mall), Euro-American history, the Civil War - all these diverse activities and places are expressions of what it means to be American. And they are all part of the Pennsylvania Avenue corridor.

Washington Beyond the Monuments

You've seen the White House, the Capitol, the monuments and institutions - but if you think you've seen Washington, DC, look again: there's a whole lot more. The Pennsylvania Avenue All-American Road corridor is "a grand slice of Washington, DC, in the heart of the Nation's Capital." It's brimming with interesting places from end to end. Go deeper into the city, and enjoy an authentic experience of place.

L'Enfant's Design - It's Still with Us Today

How the Pennsylvania Avenue corridor has grown up around Pierre L'Enfant's 1791 plan. Today, the smaller parks and green spaces of Pennsylvania Avenue - including the squares, circles, triangles of L'Enfant's plan - are gems along the way (e.g., Washington Circle, James Monroe Park, Edward Murrow Park, Pershing Park, FDR Marker, Mellon Park, Bartholdi Garden, Barney Circle, Twining Square).

ers will have the same opinion regarding the desirability of attracting additional tourists. The targeted market, however, is primarily those leisure travelers who would already visit Washington, DC, and because they wish to experience the Pennsylvania Avenue Scenic Byway, they stay for a longer period.

The strategy to promote the Pennsylvania Avenue Scenic Byway can include development of paid advertising, public relations, promotions, and interpretive publications. Businesses, community organizations, and cultural and heritage groups are encouraged to participate in and support promotional activities that will bring visitors into their neighborhoods and businesses. Special events can be developed to coordinate or complement events in local communities.

The Internet is an important source of information for visitors in trip-planning. A page on the DDOT Web site is dedicated to the DC Byways Program, including Pennsylvania Avenue. This Web site can be augmented with additional information from this plan and links to related Web sites including the DC Heritage Tourism Coalition and Washington Convention and Tourism Corporation.

Themes

Crucial to the Pennsylvania Avenue Scenic Byway Plan is the development of themes for interpretation and marketing. A theme, or several themes, can become associated with the corridor - everytime people think of Pennsylvania Avenue, they think of the theme. Potential themes are suggested on the sidebar of this and the following page. A theme can be incorporated into tours, brochures, signs, and other means of advertising and marketing the byway.

Recommendations

- Apply for additional federal funding to prepare a byway-related tourism, marketing, and promotion plan.
- Obtain additional input on desired levels of tourist activities from appropriate Advisory Neighborhood Commissions and other interested parties.
- Adapt the existing District Byway Program logo to create a separate, distinctive logo that identifies Pennsylvania Avenue Scenic Byway. Design and install signs, consistent with the design of the City's wayfinding signage, that mark Pennsylvania Avenue Scenic Byway and, where appropriate, indicate direction to the byway. Where possible, incorporate this logo in the approved wayfinding and heritage trail signs being installed throughout the city.
- Translate existing and proposed tourism brochures into other languages, including German, Japanese, French, and Spanish.
- Publicize the byway and its resources through the efforts of the DC Heritage Tourism Coalition and the Washington, DC Convention and Tourism Corporation. This may involve:
 - Posting information regarding the byway and its resources on the Washington, DC Convention and Tourism Corporation Web site (www.washington.org).
 - Identification of significant cultural resources along or near the byway that are ready for tourists and accessible by either Metro, vehicles, walking, bicycles, tour mobiles, etc.
 - Development, design, printing, and distribution of a brochure that places the byway in the larger context of the city. This brochure should relate in style, type, and

size to other brochures developed or now underway featuring the cultural resources of DC neighborhoods. It should include information that shows byway linkages to existing Metro stops, heritage trails, bikeways, and walking trails.

- Market to existing tour group operators, both national and international, particularly those seeking new cultural tourism tours.
- Advertise in magazines specializing in vacation and travel, American history, architecture, and other related subjects.
- Obtain media coverage by issuing press releases.
- Solicit assistance from the National Scenic Byways Resources Center and attend the SBRC/FHWA biennial national conference.
- Mention the Pennsylvania Avenue Scenic Byway in heritage trail brochures and other city tourist literature.
- Promote the byway to diverse ethnic and cultural groups. Reach out specifically to the African American travel market by promoting the Scenic Byway in leading African American media, including Web sites such as SoulofAmerica.com and Blackamerica.com.
- Support the DC Heritage Tourism Coalition's work on a strategic cultural heritage tourism plan for the city in collaboration with the Washington, DC Convention and Tourism Corporation. This plan calls for the clustering and packaging of tourism-related activities across the city. The Coalition has set up affinity groups by neighborhood and theme, and this vehicle can be used to conduct an in-depth examination and review of the historic and cultural resources identified in this study as the basis for developing clusters of sites and activities around which tourism can be promoted. This process includes:
 - Involving the local Advisory Neighborhood Commissions.

- Getting neighborhoods to identify the strengths and areas that need attention in each cluster.

- Developing a detailed plan that identifies what each site cluster needs (directional signs, roadway pull-offs, interpretative signs, for example) to ensure that visitors have a positive experience.

- Putting plan specifics in place, including the creation of tours that can originate from newly planned byway visitor centers.

- Identify sites that need work to make them tourist-ready. This may include:

- Cleaning up trash or providing for more strict enforcement of existing speed limits.

- Providing better crosswalk access from one side of the street where parking may exist to the site on the opposite side where a site may be located.

- Creating walkways where none now exists.

- Installing bicycle racks at the site, if none exist.

Themes, continued**Architecture of Washington**

Along the Pennsylvania Avenue corridor is a wide variety of architectural styles. Many of these are federal buildings, such as the White House, the Capitol, National Archives, Old Executive Office Building, and the Ronald Reagan Building and International Trade Center. Other, diverse styles are represented by private buildings, from rowhouses on Capitol Hill to the "Little White House" east of the Anacostia River.

Enter the Nation's Past

Travel the byway and imagine yourself in different centuries. Explore historical sites from your favorite period of American history. Enjoy any or all of the well-interpreted historic and cultural tours available within or near Pennsylvania Avenue.

Natural Washington

Washington has been known as "the City of Trees." Pennsylvania Avenue is crossed by several green corridors - Rock Creek Park, the Fort Circle Parks, and Anacostia Park - which provide significant natural areas within an urban setting. Along Pennsylvania Avenue are other places where uniquely American natural resources can be found, such as the one-of-a-kind commemorative trees on the White House and Capitol Grounds. The grounds around the Capitol are a world-class arboretum. The newly restored and reopened US Botanic Garden is a national treasure. See nature in the Capital City.